

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 220-2005



To: Mayor David Dermer and
Members of the City Commission

Date: August 18, 2005

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read "Jorge", written over the printed name.

Subject: MTV Video Music Awards Show

This Letter to Commission is intended to provide you with an update on the MTV Video Music Awards (VMAs) Show being held at the American Airlines Arena on Sunday, August, 28, 2005. As you are well aware, the caliber of this event brings national and international attention, as well as thousands of visitors to our beautiful City. Initial projections indicate that hotel occupancy is expected to be at or near capacity throughout the weekend and a number of Miami Beach hotels and nightclubs will serve as focal points for events and parties related to the MTV VMAs.

Attached please find a list of a tentative schedule of events being held on private property. This year's show also includes two remotes during the show in the City of Miami Beach at the National and Victor hotels respectively. These will be live performances at each location during the show and televised to the viewing audience. Additionally, MTV has secured the Surfcomber Hotel and will transform it into Hotel MTV from August 24 – 28, 2005. Each day they will have a series of events and activities from Hotel MTV, as well as late night activity in the lobby of the hotel, which will serve as a lounge and in the courtyard area, which will be enclosed and serve as a nightclub. All events at Hotel MTV are ticketed events. Members of the public without tickets will not be permitted to attend. Tickets are being distributed by MTV and their sponsors throughout the South Florida community. Please refer to the attached schedule for a complete list of Hotel MTV events.

These expected crowds and events require the City Administration to plan and prepare a comprehensive and coordinated Major Events Plan (MEP) for the weekend to ensure the safety and enjoyment of our City. As part of the plan, the City will continue its efforts to seek cooperation with respect to the City's quality of life and order maintenance laws. The Administration is also working with each of these businesses to coordinate and ensure adequate city services for their events.

It is also important to note that the Department of Homeland Security will be having Naturalization ceremonies on Thursday, August 25 and Friday, August 26 at the Miami Beach Convention Center. The combination of activities will create transportation and parking challenges for the Community. Staff has coordinated with MTV to minimize the impact.

Please feel free to contact me if I can be of further assistance.

JMG:JMF mas

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C: Hilda Fernandez, Assistant City Manager
Tim Hemstreet, Assistant City Manager
Robert C. Middaugh, Assistant City Manager
Ramiro Inguanzo, Chief of Staff
Max A. Sklar, Tourism and Cultural Development Director

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CITY CLERK'S OFFICE

MTVUS VIDEO MUSIC AWARDS				
CITY OF MIAMI BEACH EVENTS AS OF AUGUST 3				
CLUB/HOTEL	Thurs., Aug. 25	Fri., Aug. 26	Sat., Aug. 27	Sun., Aug. 28
Catalina - 1732 Collins Ave.			Party Private 8 pm - Midnight	
Crobar - 1439 Wash. Ave.		TBA	TBA	TBA
Delano - 1685 Collins Ave.		Party Private Time TBA	Party Private Time TBA	Party Private Time TBA
National - 1677 Collins Ave.		TBD	TBD	TBD
Mansions - 1235 Wash. Ave.		TBA	TBA	TBA
Mynt - 1921 Collins Ave.		TBA	TBA	TBA
Opium/Prive - 136 Collins Ave.		TBA	TBA	TBA
Raleigh - 1775 Collins Ave.		Party Private 3 pm - 4 am	Party Private 4 pm - 4 am	Party Private Midnight - 5 am
Sagamore - 1671 Collins Ave.		Style Villa Private 11 am - 4 am	Style Villa Private 11 am - Midnight	Style Villa Private 11 am - 4 pm
Shore Club - 1901 Collins Ave.		Party Public 9 pm - 5 am	Party Public 9 pm - 5 am	Party Public 9 pm - 5 am
Surfcomer - 1717 Collins Ave.	Hotel MTV Public 10 am - 4 am	Hotel MTV Public 10 am - 4 am	Hotel MTV Public 10 am - 4 am	Hotel MTV Public 10 am - 4 am
Townhouse - 150 20th St.		Party Public 9 pm - 2 am	Party Public 9 pm - 2 am	Party Public 9 pm - 2 am
Victor - 1144 Ocean Dr.				Party Private Midnight - 3 am
W - 2201 Collins Ave			Party Private 8 pm - Midnight	
Private Home			Party Private Time TBA	
Private Home			Party Private Time TBA	

Mon., Aug. 29



EVENTS SCHEDULE

VENUE:

**DOUBLETREE
SURFCOMBER**

1717 Collins Avenue
Miami Beach, FL 33139
305-532-7715 (O)
305-532-7280 (F)

PRODUCTION

COMPANY:

MTV NETWORKS

1515 Broadway
New York, NY 10036
212-846-8000 (O)

VENUE DETAILS

POOL/MINI BEACH

- Capacity: 1200
- Days of Operation: Wednesday (8/24) – Saturday (8/28)
- Hours of Operation: 12N – 9PM
- The Hotel MTV Pool/Mini Beach area will host a slew of events including pool parties, Virgin Mobile barbeques, video game challenges and basketball/volleyball tournaments. This area will also feature the MTV 360 Pool Stage, where some of the hottest artists will appear for live performances.

NIGHT CLUB

- Capacity: 500
- Days of Operation: Wednesday (8/24), Thursday (8/25), Friday (8/26)
- Hours of Operation: 10PM – 2AM
- Hotel MTV will be home to the hottest night club in South Beach, with performances from artists and DJs sure to set the tone for a great night.

LOUNGE

- Capacity: 200
- Days of Operation: Wednesday (8/24), Thursday (8/25), Friday (8/26)
- Hours of Operation: 2AM – 5AM
- After enjoying the night's activities, hotel guests will be able to unwind and rejuvenate for the next day's action in the after-hours lounge. While relaxing in the lounge, guests will have opportunities to sit in on advance listening parties for new releases from some of the biggest artists in the industry.

LIFEBEAT

- Capacity: 1000
- Days of Operation: Saturday (8/27)
- Hours of Operation: 10PM – 1AM
- MTV2 and Lifebeat are producing the exciting and exclusive MTV2 Lifebeat Charity Concert on site. Together we are targeting a large list of artists, celebrities and industry insiders to raise awareness and provide support to the AIDS community.

HOTEL MTV **Schedule of Events** **All events are ticketed** **not open to the public**

	WED 8/24	THURS 8/25	FRI 8/26	SAT 8/27	SUN 8/28
	BAD BOY DAY	LATIN/CARIBBEAN	CELEBRITY BASKETBALL		
9AM-12PM	Compound Fully Operational Bad Boy Activities/Listening Party	Compound Fully Operational Sean Paul/Lil' Kim Listening Party (T)	Compound Fully Operational Alicia Keys Screening Party (2-5PM) <u>LOCATION:</u> Night Club	Compound Fully Operational Virgin Mobile BBQ (12-2:PM) Franz Ferdinand Listening Party <u>LIVE PERFORMANCE (4-6PM):</u>	Compound Fully Operational
12PM-5PM	KICKOFF/RIBBON CUTTING Virgin Mobile BBQ	Virgin Mobile BBQ	Big Boi Listening Party & Signing w/ Sleepy Brown, Koncrete, Bubba Sparkxxx (4:30-6PM) <u>LOCATION:</u> Pool Virgin Mobile BBQ	Frankie J (acoustic) Rize Dancers (T) Young Jeezy Akon Pitbull w/ Voito (T) Joss Stone (T) <u>LOCATION:</u> Pool Capitol Records Listening Party (Jazze Pha) (T) <u>LOCATION:</u> Night Club	
5PM-8PM	<u>LIVE PERFORMANCE:</u> Choppertyoungcity Black Rob Boyz N Da Hood 8 Ball & MJG <u>LOCATION:</u> Pool Area	<u>LIVE PERFORMANCE-</u> <u>LATIN/CARIBBEAN:</u> Rosalyn Sanchez- Host (T) Damian Marley (T) Nina Sky (T) Daddy Yankee (T) Tony Touch (T) T.O.K. Don Omar (T) Vico C (T) Ivy Queen (T) Winsin Y Yandel (T) <u>LOCATION:</u> Pool Area	<u>CELEBRITY BASKETBALL-</u> <u>PRE-SHOW (7-7:30PM)</u> Chris Brown Da Back Wudz Teairra Mari <u>POST SHOW: (8-9PM)</u> David Banner Mike Jones Ying Yang Twins <u>LOCATION:</u> Hotel Beach/Pool Area	<u>LOCATION:</u> Pool Area 6PM - 10PM Closed for Lifebeat prep	
8PM-11PM	Sway's "My Block Miami" Screening Kanye West Listening Party (T) <u>LOCATION:</u> Night Club	RIZE Screening (10PM-12AM) <u>LOCATION:</u> Pool Stage <u>LOCATION (12AM-3AM):</u> Night Club	<u>HOT MIAMI NIGHT (10PM-1AM):</u> Paulina Rubio (T) Ricky Martin (T) Amerie w/ Fat Joe (T) Javier Garcia (T) <u>LOCATION:</u> Pool Area/Night Club	<u>LIFEBEAT (10PM-1AM):</u> The Bravery (T) Kaiser Chiefs (T) <u>LOCATION:</u> Pool Area/Night Club	
11PM-1AM	Night Cap Lounge w/ DJ <u>LOCATION:</u> Lobby	Night Cap Lounge w/ DJ <u>LOCATION:</u> Lobby	Night Cap Lounge w/ DJ <u>LOCATION:</u> Lobby		